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# Fare Integration Working Group Explores Exciting Options

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One of the most important and fascinating aspects of creating a more convenient transit system for customers is fare integration.

We're all familiar with tokens, tickets and monthly passes such as the Metropass. But there's a whole new world of technology out there. This includes such fare media as electronic and magnetically coded transit tickets and passes.

On November 10, 1993, a variety of systems were displayed during a Fare Collection Technical Workshop. Seven major suppliers demonstrated state-of-the-art fare collection systems used in many European, Asian and North American systems.

One interesting approach is the stored value card. These cards sell for varying amounts and their value decreases with each use. Unlike photopasses such as Metropass which expire monthly, these cards can pay for a variety of fares.

Another advantage is that they can be used by other family members, for example, on family trips. This helps to meet riders' needs by greatly increasing convenience and flexibility.

## Workshop Presents Trends/Issues in Fare Collection Systems

Speakers described how most major systems in the world use some form of zonal fare or fare-by-distance pricing mechanism similar to that used by GO Transit. Participants heard how such a fare system could increase ridership and revenues.

The conference was also informed of the many considerations respecting magnetic and electronic fare technologies.

Defining the characteristics of the system - including fare policies and fare structures - is vital and takes much work, conference participants were told. Once this is done, it provides the key to a fully integrated fare system.

The Fare Integration Working Group is committed to developing a system based on a common fare medium for the Greater Toronto Area (GTA). This is essential to implement a seamless regional transit system. The added flexibility, convenience and simplicity of a stored-value system will benefit existing customers and encourage new ridership. To reach the goal of a common fare medium the working group must examine:



Photographed left to right are Lou Parsons, Task Force Vice-Chair; Al Leach, Chief General Manager, TTC; Gerard McDonald, Minister's Office, MTO, and George Dadamo, MPP, Task Force Chair at the Fare Collection Technical Workshop.

- What the basis for a common fare media should be? (Should it relate to distance and quality of service, for example?)
- What management structures would be needed to administer a new fare medium for the entire GTA?
- Could double fares be eliminated, especially for municipalities where extensive cross-boundary travel exists?
- Are there any short-term actions that could be taken to make cross-boundary travel more user-friendly?

Equipment vendors and over 100 participants from transit, government, labour and banking praised the workshop as a unique and worthwhile experience, bringing fare collection experts together to demonstrate new technologies that could be adapted for the GTA. The profile of the Transit Integration Task Force was heightened by comprehensive print and television coverage.

## Customer Information Update

As reported in the last issue of the Transit Integration Newsletter, the Customer Information Working Group has made terrific progress in two areas: route maps and centralized telephone information.

Transit riders will be delighted to hear that a master transit route map for the Greater Toronto Area (GTA) will soon be a reality. It is planned that this master map will be distributed at such locations as transit stations and ticket outlets early in 1994. The map will also be sub-divided into sections and is expected to be in the telephone Yellow Pages by next summer.

In addition, the working group has found that a centralized telephone information system

is broadly acceptable and technically workable.

The first step will be to develop a centralized route data base for all transit systems. The operator receiving a telephone inquiry will be able to call up the schedule data on a computer screen. The caller will receive immediate information on the routing, time and cost of a transit trip between any two points in the GTA.

As a bonus, weather and traffic condition information - real time data - can be added to

such a system as required.

Partial implementation of a centralized telephone system is achievable in 1994 depending on approvals and funding.



Production of a master transit route map is in the works!

## Notes from the Capital Planning and Financial Issues Working Groups

Getting a bigger bang from the transit buck is a major goal of both the Capital Planning and Financial Issues working groups.

The Capital Planning group is developing a structure and method to improve and coordinate long range transit strategic planning. Precious dollars could be saved by integrating and sharing capital facilities.

The Capital Planning Working Group will review the need for:

- a Greater Toronto Area (GTA) transit master plan;
- joint planning and environmental submissions for boundary issues;
- mechanisms that encourage trade-offs to arrive at the best mix of operational and infrastructure solutions; and,

- a level playing field between transit projects and road and highway projects from a funding and legislative point of view.

At the same time, the Financial Issues Working Group is studying issues that will impact municipalities as well as transit systems:

- What is the best approach for a fair funding mechanism that responds to the needs of the GTA?
- If there is a new organization for transit in the GTA, to whom would it be accountable?
- How would funding be administered if there is a change in structure?

If the need for a new organization for the GTA is determined, it could take about two years to develop and pass the appropriate legislation. In the interim, the working group is looking at shorter-term approaches to support transit integration in the GTA. □

## The Public Speaks Out

Public consultation is a vital part of the process to identify the needs and frustrations of cross-boundary transit users in the Greater Toronto Area (GTA). Making the system work better is the object of the exercise.

In order to hear the public's views on cross-boundary transit service, the task force organized two means of public consultation: meetings, and a telephone and faxline.

Three public meetings were held: Metro Hall,

Richmond Hill Municipal Offices and Mississauga Civic Centre and were attended by mayors, municipal councillors, transportation employees, transit users and concerned groups and individuals.

Discussion as to why changes are needed and how they should be made followed presentations on the purpose and activities of the task force. Attendees also heard about transit experience elsewhere in the world. Some key points made by participants are summarized briefly below:

Participants strongly supported initiatives to improve service and suggested that customer

## Hotline Heats Up

People have been calling the transit integration hotline since the information brochure was made available on transit vehicles. Over 200 calls, letters and faxes were received in a three week period.

The brochure is available in six languages and is meant to involve the public in the Transit Integration Task Force.

Hotline callers include not only people commuting into Metro but also Metro residents who work in municipalities such as Richmond Hill or at Pearson Airport. People who travel to other centres for medical, school or business reasons are also providing input.

The majority of comments are on topic, with 90 per cent strongly supporting the work of the task force.

The problems faced by riders become very evident in listening to the calls and reading the letters. Issues relating to double fares, transfers, coordination of information and service concerns constantly surface.

Here are some sample comments:

A Wheeltrans user said: "I don't use the systems outside of Metro because transfers are a nightmare."

Another person with a disability stated that she travels to Markham and Mississauga on Wheeltrans. "I'm concerned by the need to make bookings on separate systems."

"Transit should be more affordable," another person stated. "I travel from Ajax using GO and TTC. It costs me \$9.40 a day."

"I work at the airport and half the people get off my bus and walk instead of paying a second fare," a caller stated.

One mother described her morning commute: two transfers and three fare payments to travel from Richmond Hill, drop her daughter at daycare, and then to her job in downtown Toronto.

Several have commented on the need for one clear readable map. Still others want a joint pass.

Fortunately, all of these issues are being examined by the various task force working groups with solutions for many problems already on the horizon!

needs and convenience should drive the whole exercise.

There was a clear desire to avoid bureaucratic tangles that create duplication and waste of services. These result in different agencies being responsible for different transit issues.

The consultation session also focussed on the needs of people with disabilities. It was pointed out that accessibility and user friendliness must be front and centre, and should be considered throughout rather than as an afterthought in the decision-making process.



## Le groupe de travail sur l'intégration des tarifs etude des possibilités fort intéressantes

Les vendredis de matin et la certaine de particpants, qui représentent les réseaux de transport en commun, le gouvernement, les syndicats et les banques, ont recommandé la réussite de l'atelier, car il avait permis de rentrer des experts de la présentation des modalités qui pourraient être adaptées à la région du Grand Toronto. De plus, le Groupe de travail sur l'intégration des transports en commun a fait l'objet d'une vaste publicité dans la presse et télévisée.

- Quelle(s) structures faudrait-il mettre en place laquelle(s) devrait-elle être les bases d'un système unique de tarifs? (Par exemple, devrait-il être la base sur la distance parcourue et laquelle(s) devrait-elle servir les bases du système unique de tarifs? Par exemple, pour administrer un nouveau système de tarifs, pour administrer une nouvelle route la région du Grand Toronto)
- Quelle(s), structures faudrait-il mettre en place laquelle(s) éliminer la double taxation, surtout dans les municipalités où l'on effectue de nom-brux déplacements intra-municipaux?
- Que pourra-t-on faire à court terme pour faciliter les déplacements intermunicipaux?

et de gaucho à droite : Lou Persons, vice-président du Groupe de travail en chef, TCC. Gerard McDonald, bureau du ministre, MTO et le secrétaire général en chef, Al Leach.



Le groupe de travail sur l'intégration des latitudes a élaboré un rapport sur l'intégration des latitudes et l'usage d'outils de géolocalisation pour lutter contre la délinquance dans les quartiers prioritaires de l'agglomération. Ce rapport a été présenté à la Commission de l'agglomération de l'Île-de-France le 12 juillet 2011. Il a été bien accueilli et a suscité de nombreux débats et échanges entre les acteurs. Les conclusions du rapport ont été intégrées dans le plan de lutte contre la délinquance de l'Île-de-France pour l'année 2012. Le rapport a également été présenté à la Commission de l'agglomération de l'Île-de-France le 12 juillet 2011. Il a été bien accueilli et a suscité de nombreux débats et échanges entre les acteurs. Les conclusions du rapport ont été intégrées dans le plan de lutte contre la délinquance de l'Île-de-France pour l'année 2012.

Il importe avant tout de définir les caractéristiques du système, y compris les politiques et les structures applicables à la taxation. Ce travail demandé beaucoup de temps, mais il est essentiel à la pleine intégration des tarifs.

Les constructeurs ont déclaré que la plupart des égouts de transport en commun dans le monde ont adopté un système de zones en vertu duquel les tarifs varient selon la distance parcourue, comme c'est le cas pour le réseau GO. Ils ont précisé comment un tel système pourrait accroître les revenus et le nombre d'usagers.

On a également discuté des divers éléments des technologies magnétiques et électroniques dont les dernières.

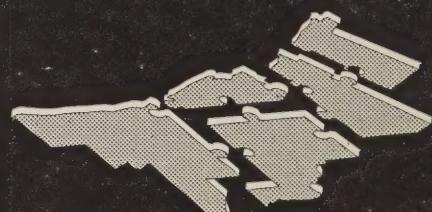
## Atelier sur les tendances et les grandes questions dans le domaine de la perception des tarifs

De gauche à droite : Lou Pfeiffer, directeur général en chef, George Deadamour, président de la famille Pfeiffer, autres membres de la famille Pfeiffer, et le service de la même carte, par exemple lorsqu'ils se déplacent ensemble, ce qui la rend plus pratique et plus souple que les systèmes traditionnels.

l'intégration des traits est un des aspects les plus importants et les plus fascinants de la création d'un système de transport en commun répondant mieux aux besoins des usagers.

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# Nouvelles sur l'intégration des transports en commun



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